

Abstract

- Title:** Impact of corporate identity activities on the image of ČEZ Basketball Nymburk
- Objectives:** The goal of this thesis is to determine how Prague home games spectators perceive each corporate identity components of the club ČEZ Basketball Nymburk, subsequently to analyze overall club image in the eyes of the spectators and to determine problematic areas using questionnaire which is serving as a stimulus for suggestions and recommendations.
- Methods:** In the thesis was used quantitative method of questionnaire survey to provide greater number of respondents. Respondents were questioned in writing and electronically. Important source of information were also interviews with the club management and spectators. For interpretation of gained data were used graphs and statistical functions arithmetic average, median, modus, skewness, kurtosis and standard deviation.
- Results:** Marketing research has shown that spectators perceive image of the club ČEZ Basketball Nymburk rather positively. However, some problematic areas has crystalized in particular components of the corporate identity where the club management can implement changes to strengthen the identity and positive perception of the club.
- Keywords:** marketing research, questionnaire, corporate identity, corporate image, basketball club